



# WATER AND LAND USE PLAN





# The Harbor District

1,000 acres

9 miles of waterfront

Proximity to downtown

Large vacant parcels

Many strong anchors:

Rockwell Automation

Port of Milwaukee

UWM School of  
Freshwater Sciences



# Opportunity: Create a New “Working Waterfront”

Remake the Inner Harbor  
for the next 100 years

Build mutually  
reinforcing ecological,  
economic and social  
systems



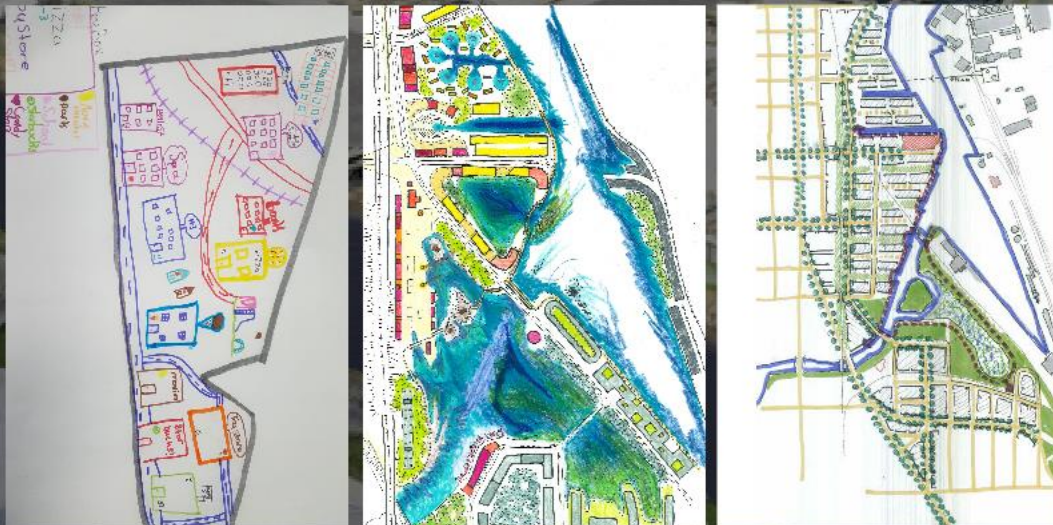


# WHAT KIND OF PLACE SHOULD THIS BE?

What did we learn from all the public input and consultants?  
One thing came through loud and clear, over and over:

**“A WATERFRONT IS A  
UNIQUE OPPORTUNITY.”**

- Support Port Milwaukee
- Model for a Water Centric City
- Walkable and urban development
- Historic preservation
- Mix of land uses
- Cleanup contamination
- Improve habitat
- Increase public spaces and water access
- Housing and employment opportunities that are accessible to a wide variety of people





# SUPPORTING THE REGIONAL ECONOMY

**Light Industrial:**  
Modern manufacturers, start-ups  
19% of total land use  
Goal of 22 jobs per acre



**Commercial:**  
Offices, retail, research labs  
Up to 18% of total land use  
Goal of 75 jobs per acre



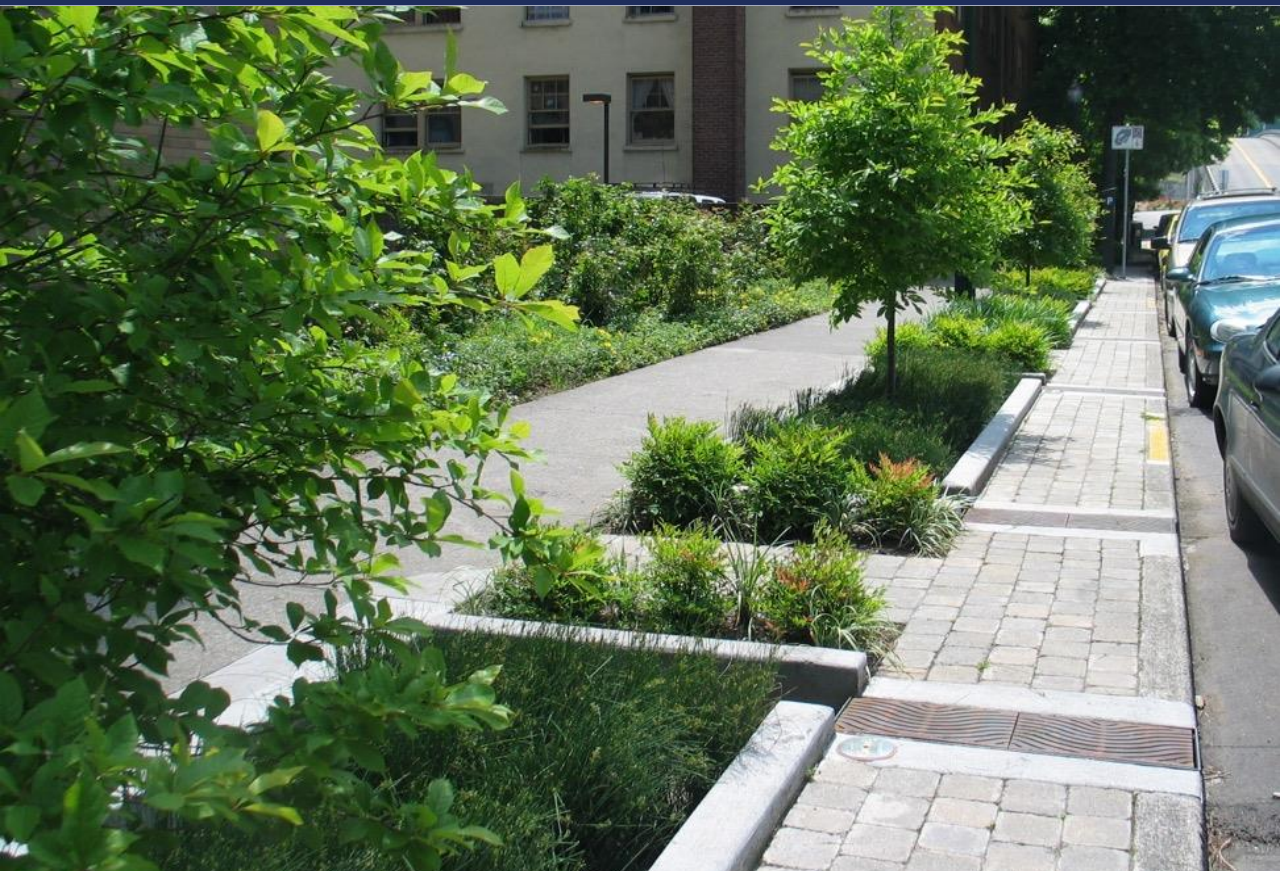
**Transportation and Utilities:**  
Port Milwaukee and MMSD  
40% of total land use,  
concentrated on Jones Island





# BALANCING ECONOMY WITH ENVIRONMENT

## STORMWATER MANAGEMENT



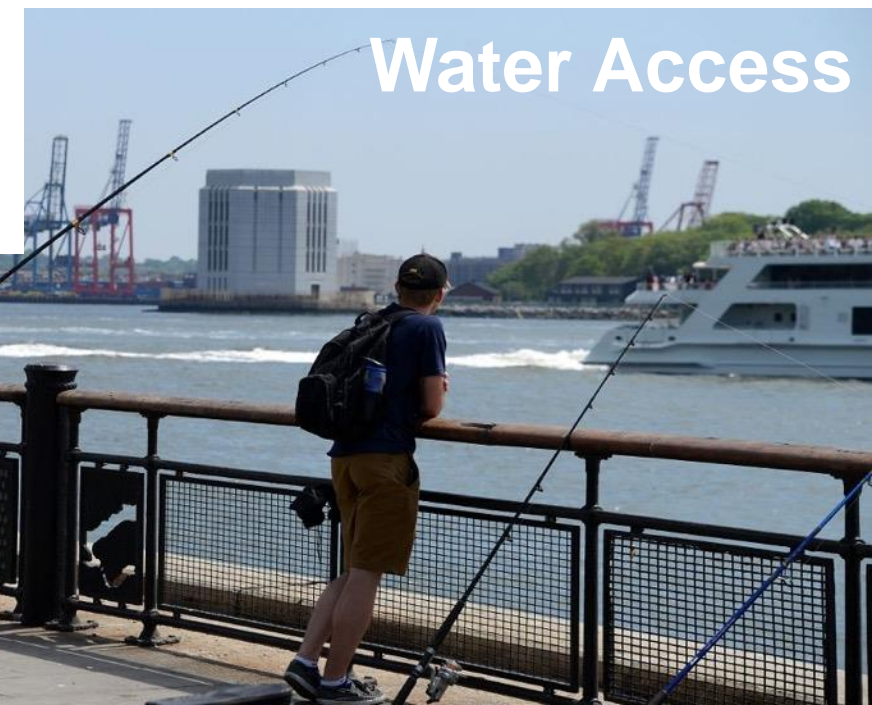
## HABITAT AND ECOLOGICAL RESTORATION







## MAKING A PLACE FOR PEOPLE









# HOW WILL MILWAUKEE BENEFIT?

We looked at completed projects in the Menomonee Valley, along Milwaukee's rivers, and elsewhere within the City to see what kind of impact redevelopment in the Harbor District could have. We applied those same outcomes to properties identified as likely to change here to generate estimates of potential jobs and new property value.

★ **\$864 MILLION INCREASE IN PROPERTY VALUE**

★ **5,663 NEW JOBS**

1,477 OFFICE/COMMERCIAL JOBS

3,839 MIXED USE JOBS

348 INDUSTRIAL JOBS

21% Professional  
20% Health/Social Service  
12% Retail  
11% Food  
5% Manufacturing  
31% Other

★ **3,343 JOBS EARNING UP TO \$40K/YEAR**

★ **2,320 JOBS EARNING MORE THAN \$40K/YEAR**

Residential 8%

Mixed Use (Res&Com) 10%

Transportation & Utilities 40%

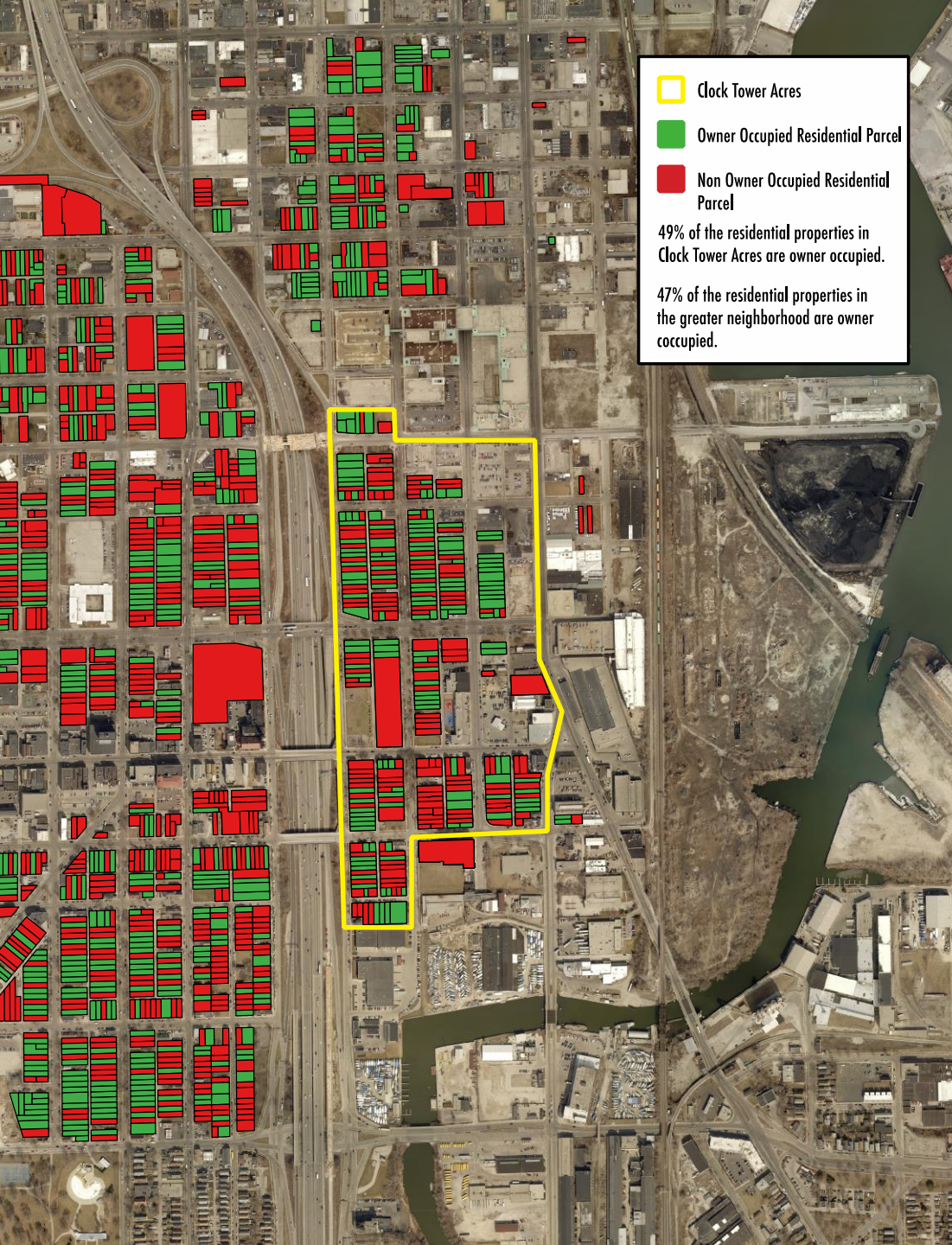
Commercial 8%

Industrial 19%

Parks 13%

Map of Proposed Future Land Uses





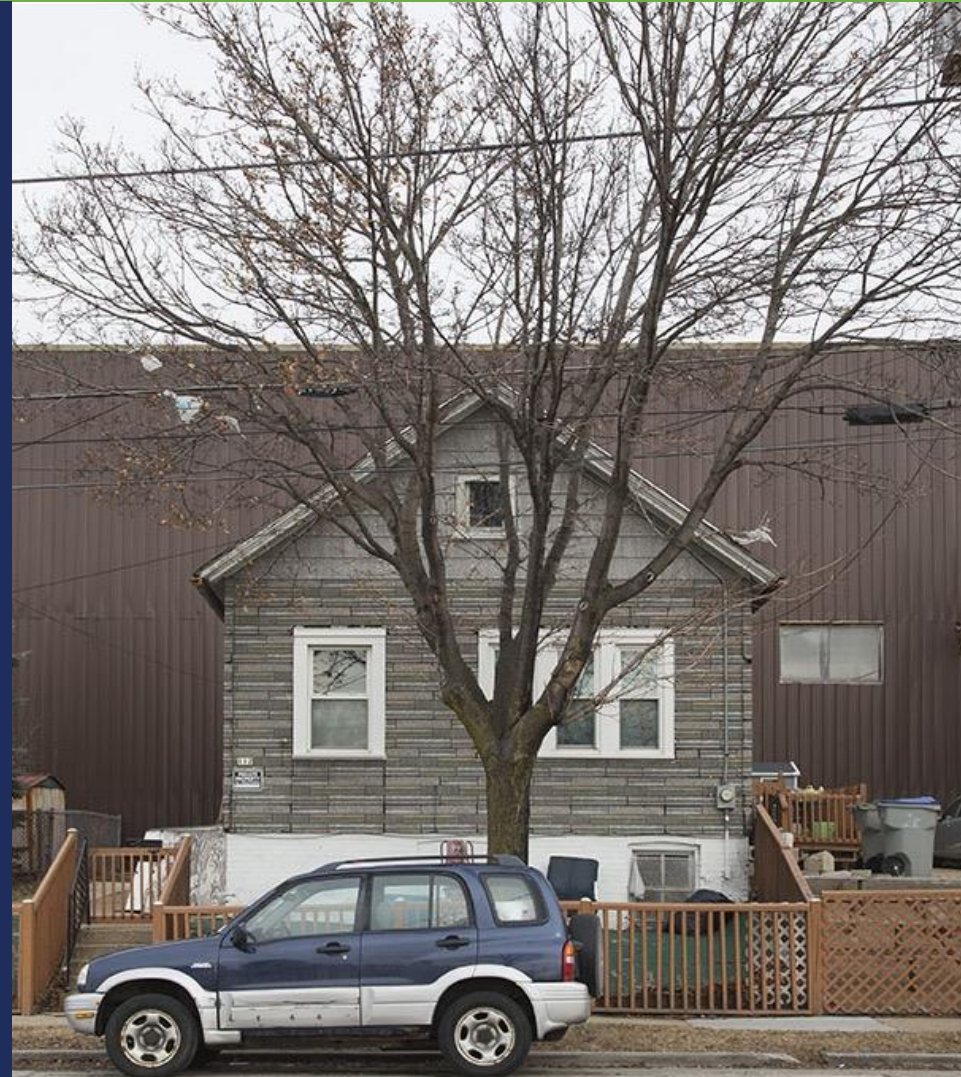
# CLOCK TOWER ACRES

20% WHITE  
25% BLACK  
50% HISPANIC

50%  
HOMEOWNERS

MEDIAN  
INCOME  
\$21,625

TRAVEL TIME  
TO WORK  
21 MINUTES





# PROGRESS:

- UWM SFS
- Freshwater Plaza:  
Former brownfield
- 70 additional acres  
underway
- Existing business  
expanding
- Access  
improvements
- Momentum





# STILL TO COME: THE WATER- CENTRIC CITY

- Clean waterways
- Equitable outcomes
- A world-class destination

